

Top New Business Hit List for Michigan Region

Frankenmuth Insurance is pleased to release the second edition of a new hit list resource to help you successfully target and write more commercial business with us.

Our [Top New Business Hits in Michigan](#) features a regional summary of our top 10 latest new business successes within the manufacturing industry segment, including the risk class and average premiums, plus highlights from a couple of featured account wins.



Top New Business Hits in Michigan

Frankly speaking, when it comes to writing commercial accounts, we want you to have a leg up on your local competition. That's why we're sharing our top 10 new business manufacturing classes, plus a couple of featured hits.

Top 10 Hits: Q1 2022

TOP 10 NEW BUSINESS CLASSES WRITTEN 1st QUARTER 2022

HIT #	RISK CLASS DESCRIPTION	AVERAGE PREMIUM
01	Metal goods manufacturing - stamping	\$30,300
02	Machinery or machinery parts manufacturing - NOC	\$23,500
03	Plastic or rubber goods manufacturing - other than household	\$20,300
04	Tool manufacturing - accessories NOC	\$19,800
05	Sign manufacturing - other than electrical	\$18,900
06	Machinery or machinery parts manufacturing - industrial	\$16,000
07	Metal goods manufacturing - NOC	\$15,800
08	Wood products manufacturing	\$12,700
09	Machinists shops - NOC	\$11,200
10	Metal works shop - structural - no food bearing	\$10,000



FEATURED HIT Soft Drink Bottler

ACCOUNT OVERVIEW

Policyholder manufactures specialty non-carbonated soft drinks that are sold by grocery and health food stores in 38 states.

- **\$25,000 account premium** — including package and umbrella
- **\$5,000 total insured property values** — contents
- **\$5,500,000 annual sales**

WHY DID THEY CHOOSE FRANKENMUTH?

- Policyholder prefers a Michigan-domiciled insurer
- Comprehensive coverages included in the Manufacturers Liability Premier form — manufacturers errors and omissions and product withdrawal coverage



FEATURED HIT Flexographic Printing Plates

ACCOUNT OVERVIEW

Policyholder manufactures digital and analog printing plates and dyes.

- **\$13,600 account premium** — including package, auto, workers compensation, and umbrella
- **\$4,500,000 total insured property values** — business income and blanket building and contents
- **\$1,800,000 annual sales**

WHY DID THEY CHOOSE FRANKENMUTH?

- After quoting this account unsuccessfully in the past, Manufacturers Property Premier and Manufacturers Liability Premier made the difference in winning this account
- The agent has successfully written several manufacturing accounts with Frankenmuth and wanted to place this one with us as well

Questions? Contact your field manager or underwriter today to discuss our top hits.

This resource is available to download electronically at any time from our Agency Marketing Platform, located in [iBIS Agency Services](#) under Resources > Marketing > Agency Marketing Platform (AMP).

We look forward to celebrating more new business hits with your agency! If you have questions or have trouble accessing this resource, please contact your field manager or underwriter.